

# Shasta County Board of Supervisors Proclamation

## Breast Cancer Awareness Month October 2023

**WHEREAS**, breast cancer affects every community in California as the most commonly diagnosed cancer in women, striking one in eight; and

**WHEREAS**, patient awareness and early detection through breast cancer screening improves the chances for cure and survival by 98 percent; and

**WHEREAS**, the statewide estimate for newly diagnosed breast cancer cases is 27,575, of which 167 will occur in Shasta County; and

**WHEREAS**, three types of breast examinations are proven to be effective in early detection: routine mammography (the single most effective method), yearly clinical breast exams, and monthly breast self-examinations; and

**WHEREAS**, 2023 marks the 26th anniversary of the Nor-Cal Think Pink Project to raise awareness about breast cancer and observe “Breast Cancer Awareness Month” and “Think Pink Day,” which provides an opportunity for women to become aware that they are at risk and to participate in breast cancer screening; and

**WHEREAS**, since its inaugural year in 1996, the “Think Pink” campaign has significantly grown, with 44 Northern California communities participating in the counties of Trinity, Siskiyou, Modoc, Tehama, Plumas, and Shasta; and 40,000 breast cancer information bags will be handed out in these communities;

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Supervisors of the County of Shasta hereby proclaims the month of October 2023 as **Breast Cancer Awareness Month** in Shasta County and urges all Shasta County women over 40 or at high risk to make a commitment to obtain screening for breast cancer.

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Patrick Jones, Chair

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October 17, 2023

Date